

Note for Nicholes, Nichelle

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From: Sinha, Arun  
 Date: Wed, Feb 23, 1994 11:18 AM  
 Subject: RE: May FSI  
 To: Nicholes, Nichelle  
 Cc: DAlessandro, Giuseppe; Galeotti, Kay; Marryshow, Karen; Meade, mindy

Nicki,  
 Let's reserve this date for a national FSI, We need to:  
 1) Decide on the offer  
 2) Get the agency to work on a creative for this FSI; you should write a creative brief for this.  
 3) Let's explore and see if we can execute "Your Basic Shelter" i.e. giveaway a house  
 seepstakes or we don't have enough time to execute this concept.  
 Thanks,  
 Arun

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From: Marryshow, Karen on Tue, Feb 22, 1994 4:02 PM  
 Subject: RE: May FSI  
 To: Sinha, Arun  
 Cc: DAlessandro, Giuseppe; Galeotti, Kay; Nicholes, Nichelle

may 15 is available -- march 11 contract date march 18 -- film due

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From: Sinha, Arun on Tue, Feb 22, 1994 3:48 PM  
 Subject: RE: May FSI  
 To: Marryshow, Karen; Nicholes, Nichelle  
 Cc: DAlessandro, Giuseppe; Galeotti, Kay

Karen,  
 If we have not scheduled a national FSI in addition to the regional one, can you let Nicki  
 know the dates for contract, film closing and the issue date for a Basic FSI in May.  
 Thanks,  
 Arun

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From: Nicholes, Nichelle on Fri, Feb 18, 1994 4:38 PM  
 Subject: RE: May FSI  
 To: Marryshow, Karen  
 Cc: DAlessandro, Giuseppe; Sinha, Arun

Karen, that's what I'm asking you. Who have we contracted with? Are they regional  
 contracts? If so, we would also like to do a national FSI mid may. Can you check to see if  
 this is on your media schedule?

If it the one we have already scheduled is only Level IV markets, the market list would be the  
 same as March 27th.

Nicki  
 x3294

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From: Marryshow, Karen on Fri, Feb 18, 1994 2:13 PM  
 Subject: RE: May FSI

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